

Health & Safety Gone Mad

LEADING BY EXAMPLE - DEBUNKING THE MYTHS



Who are we?

We are a team of four health & safety officers from Gloucestershire called **Health & Safety Gone Mad**.

By having fun and making the most of our beloved British eccentric spirit, we've become can-do health & safety champions to reclaim health & safety from nanny state perceptions.



We're leading by example - taking part in 'risky', traditional events culminating with a hazardous 400 mile trek to the North Pole next April - the Polar Challenge 2010.

...and crucially we have a proven media-appeal pedigree; a very rare opportunity for health & safety.



Our goal is twofold:

- To change the public definition of the phrase "health and safety gone mad" so that it becomes associated with our team - championing a positive, fun endeavour rather than a shorthand term of derision - underpinned by the serious message of 'real' health and safety.
- To show that properly applied, health and safety is grease not glue...and thereby encourage people into activity and adventure.

What's motivating us?

- Passion for our profession
- Belief in the fundamental benefits of health & safety, and concern at its erosion by the 'health and safety gone mad' portrayal
- Wanting to inspire ordinary people like us to achieve the extraordinary
- Relish and delight at such positive engagement from the media - a unique chance to communicate an effective, positive health & safety message that'll really make a difference.

*Publicity with pedigree
...a genuinely unique and valuable
sponsorship opportunity*

Our viewpoint

Health and safety at work is an excellent concept and has come about for very good reasons. However, the broader meaning of "health and safety" has changed in popular usage to become a shorthand definition for unnecessary bureaucracy and sometimes an excuse for inactivity. This has had an adverse effect on the validity and vitality of the health and safety concept, and upon our general attitudes towards risk taking.

As professional officers enforcing health and safety legislation, we believe that an effective way to ensure that 'real' health & safety is not debased is by challenging situations where it is used as a reason for inaction but where petty beaurocracy, fear, greed or lethargy are the real drivers for such inaction.

In order to change the negative perception of health and safety within Great Britain we think it is important to consider our nation's subliminal drivers, those values that our citizens hold dear and which they believe are threatened by "nanny state health and safety gone mad".

The public like eccentricity and they like fun - which means the media like it. They do not like being lectured to, and they don't like being told what to do. We've begun to get the debate moving on Health & Safety without putting people into a situation where they feel they are being lectured or made to take bad medicine.

The media will need to have something that they consider of equal newsworthiness if they are likely to adapt their line on health and safety. The Health & Safety Gone Mad team activities are non-threatening yet hopefully thought-provoking, allowing debate to occur outside of normally entrenched positions.

Health and safety when properly applied enables, rather than hinders hazardous activity. We believe that there is no better way to show this than to embark in adventure ourselves.



Our pedigree

To help solve problems and overcome difficulties we offer advice and guidance about sensible risk management to small organisations that wish to continue to promote eccentric or traditional British events. To lead by example and show solidarity we've also been joining in...

- The World Bog Snorkelling championships 2008
- Open water quarry swimming
- The World Mountain Bike Chariot Racing championships 2009 (silver medal!)
- The Great Spitalfields Pancake Race (2nd place)
- South Wales Three Peaks Trial

We've built up quite a pedigree within just a few months. We've been astounded at how media-appealing our 'brand' has become.

Our unique 'brand' communicates the solid principles of sensible risk management in a very appealing and positive way. Health and Safety officers doing eccentric or adventurous things seem to have captured the public imagination. It's a genuinely positive, can-do model. That in turn provides fantastic publicity value.

Our USP is that we're actually real health & safety law enforcers. We've chosen fun and adventure to communicate our fundamentally serious message. It engages people because it's non-threatening – we're not lecturing or wagging our finger at anyone. Our actions have been praised by amongst others, Judith Hackett, Chair of the Health & Safety Executive.

We believe that if you associate your company's sensible risk management values with our team, your health & safety culture will connect with our spirit: progressive, accessible, proportionate, enabling, dynamic, can-do... Can you buy publicity with a pedigree like that in any other way? We don't think so. We offer unique health & safety publicity VALUE!



*National finalists -
Local Government Association
Team of the Year Award 2009*

www.thelocalgovernmentchannel.com

Why the Polar Challenge?

It's the best and most extreme example of risk management we could find! We want to do something remarkable to capture the imagination that best demonstrates our point. It's a challenge and it's Polar – it's adventurous, sporty, hazardous, and carries hot-topic environmental messages, meaning it appeals to the media.

It's a great example of both planned and dynamic risk management on many levels. These are great media-friendly messages to broadcast our message.

The Polar Challenge is an extreme event and by competing we will show that:

- Ordinary people can achieve extraordinary things
- Health and Safety legislation saves lives not stops them
- H&S officers manage risks but don't invent them
- Sensible risk taking is fun and to be encouraged
- Practical risk management for hazardous activities includes a healthy, active lifestyle.

So, what do we offer?



- A unique brand for sensible risk management, leadership, inspiration..
- Team building and leadership presentations
- Company health & safety culture promotion/brand association
- After dinner presentations and conference appearances
- Marketing opportunities
- International media exposure for your company, brand or project.
- We can even arrange hospitality packages in the Arctic!
 - o Customer contest to meet the competitors at the Pole
 - o See how the team survives in the Arctic – stay in an igloo!
 - o Tour of Resolute – famous base for generations of North Pole expeditions
 - o Skidoo ride – go and see the teams in action during training
 - o Priority position at the awards party.

What we need

Now that the publicity ball is rolling, our participation in the Polar Challenge offers a too-good-to-miss opportunity for sponsorship investment.

Participation in the high profile Polar Challenge will provide the strongest possible PR platform – and with your support we can make it as big as we want. To do this we need two things:

- To raise the £84,000 entry fee
- Your ideas and support!

If you would like any further information please contact Roger Garbett on 01594 812431 or email roger.garbett@fdean.gov.uk

